

Board of Accountancy (BOA)

Administrative/Personnel/Finance/Public Relations Committee Meeting Report

Date and Location: May 5, 2006 at the offices of the Virginia Society of Certified Public Accountants (VSCPA), 4309 Cox Road, Glen Allen, VA 23060

Those present: Regina P. Brayboy, MPA, Chair, Jane M. Little, CPA, and Mark D'Amato

Others present: Erin Collins and Tina Lambert

Convened at: 10:10 a.m. in the VSCPA Offices

Call to Order: Ms. Brayboy

Public Comments: No members of the public were present.

Agenda

Discussion of Board Volunteer Network:

The Committee spoke with Erin Collins, Government Affairs Director, and Tina Lambert, Communications Director—both of the VSCPA—about the types of outreach programs of the VSCPA.

Ms. Collins and Ms. Lambert told the Committee that the VSCPA is willing to assist the Board with the development of its outreach programs, and any message going out to the public. The Committee noted that any outreach program must clearly identify the differences between the Board and the VSCPA, and specify the services provided by the Board. The Board's goal is to raise its presence and reach out to the public through these programs. Ms. Collins and Ms. Lambert noted how the Board must be careful about what information may be given in its proposed outreach efforts since those speaking to the public would be representing a state government agency and would be held to a higher standard. The Committee reviewed with Ms. Collins and Ms. Lambert additional means to get the Board's message to the public, including emails, tapes, and pod casts (video/audio) downloadable from the Board's website. The Committee also discussed who would be possible target audiences and topics for the outreach programs.

Ms. Collins stated that the VSCPA is willing to incorporate any message the Board wants to deliver into its own publications and outreach programs. She suggested that Board-related information could be included in the presentation of the VSCPA's Speakers' Bureau. She also suggested that some speakers for the Board's outreach programs could be former Board members.

The Committee wants to put in place an outreach mechanism to reach each region of the state, perhaps linked to key events and directed to key organizations or groups. The Committee will draft a list of 4 or 5 geographical areas, events and organizations to target for outreach. Such outreach could be done jointly with a representative of the Board and the VSCPA, and would require developing a joint presentation and publication.

The Committee will prepare a draft message to be presented in these outreach programs. Any message would include a disclaimer stating that technical questions must be written and submitted to the Board office for a response.

Ms. Collins and Ms. Lambert told the Committee that the VSCPA was putting together a task force to encourage CPA firms to provide information to their staff accountants so they can sit for the CPA exam. They suggested that this could be another opportunity for the VSCPA and the Board to work together.

Future Meetings:

The Committee did not schedule any additional meeting dates at this time.

The meeting adjourned at 11:15 a.m.

Regina P. Brayboy, MPA
Chairman, Administrative/Personnel/Finance/Public Relations Committee
Board of Accountancy

Date